

WHAT IS CLAIMED IS:

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Sub A1
1. A television system comprising:
a receiver for recovering a television signal;
a display monitor for displaying the recovered television signal;
means for displaying on the monitor simultaneously with the recovered television signal
10 an informational message and an advertising message.
2. The television system of claim 1, in which the informational and advertising
messages are displayed in pop-up areas.
- 15 3. The television system of claim 2, in which the informational messages relate to
the content of the recovered television signal.
4. The television system of claim 2, in which the informational messages relate to
later programming on the channel of the recovered television signal.
- 20 Sub A2
5. The television system of claim 2, in which the informational messages relate to
current programming.
6. The television system of claim 1, additionally comprising means for displaying
25 a composite of an EPG and an advertising message.
7. The television system of claim 6, additionally comprising means for displaying
an EPG alone.
- 30 8. The television system of claim 6, additionally comprising means for storing EPG
data including at least one stored background color value.
9. The television system of claim 8, additionally comprising means for using the
stored background color value to display the EPG alone.
- 35 10. The television system of claim 8, additionally comprising means for substituting
a transparent value for the stored background color value to display the composite.
- Add 31
Add C1